BRITISH COLUMBIA
The Best Place on Earth

BCStats

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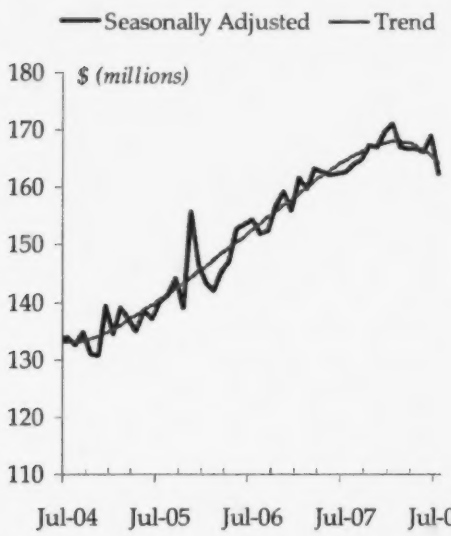
Tourism Sector Monitor ◆ October 2008

Room Revenue

Provincial room revenue was down 3.8% (*seasonally adjusted*) in July compared to the previous month. This was the largest monthly decline in room revenues since December 2005. Room revenues dropped in all but one region. Cariboo (–9.9%), Kootenay (–7.8%) and Northeast (–7.4%) saw the sharpest declines, while a dip in Vancouver Island/Coast (–5.5%), Thompson/Okanagan (–4.2%), Mainland/Southwest (–2.3%), and Nechako (–2.7%) was less acute. North Coast (+6.1%) was the only region in the province to make gains in July.

Room revenues take a downturn in July.



Hotels of all sizes lost ground in July. Those with more than 251 rooms (–2.3%) suffered the least in July. However, together with falling revenues at large (151-250 rooms, –6.5%), medium (76-150 rooms, –10.8%) and small (1-75 rooms, –7.9%) establishments, total hotel revenues tumbled 6.6% in July. Business at motels was also off sharply, down 9.3%, while revenues at other types of establishments, including vacation rentals, fishing lodges and bed & breakfasts, fell slightly (–0.5%) in July.

Table 1: Room Revenue
(seasonally adjusted)

	Jul-08 ($000)	Jun-08 ($000)	change %
Accommodation Type			
Total	162,493	168,845	– 3.8
Hotels	118,253	126,553	– 6.6
Motels	19,159	21,116	– 9.3
Other Accommodations	23,081	23,205	– 0.5
Regions (Top 3 performers)			
North Coast	2,472	2,407	+ 6.1
Mainland/Southwest	86,432	88,897	– 2.3
Nechako	1,015	1,002	– 2.7

Data Source: BC Stats

Visitor Entries

A 5.9% decrease in the total number of American travellers, particularly overnight visitors (–8.7%), drove total visitor entries to Canada via BC down 4.1% to 459,000, its lowest level since late 1993. Entries from overseas locations were actually slightly higher in July (+0.9%) with greater numbers of Asian (+0.4%), European (+0.3%) and other (+3.0%) travellers recorded compared to the previous month.

Visitor entries continue to decline due to fewer US and international entries.

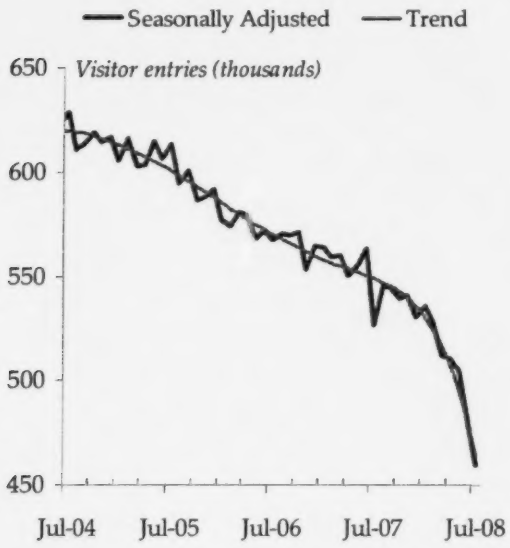


Table 2: Traveller Entries
(seasonally adjusted)

	Jul-08 (000s)	Jun-08 (000s)	change %
American visitors			
Total	332	352	- 5.9
Same-day	116	117	- 0.3
Overnight	215	236	- 8.7
Overseas visitors			
Total	128	127	+ 0.9
Europe	44	43	+ 0.3
Germany	7	7	+ 6.9
Asia	57	57	+ 0.4
South Korea	9	10	-10.2
Taiwan	6	5	+19.1
Other	27	26	+ 3.0

Data Source: BC Stats & Statistics Canada

Other Indicators

Air passenger traffic at Vancouver International Airport was down 2.8% in July, as less domestic (–3.4%), trans-border (–2.2%) and other international (–2.3%) traffic was recorded. Victoria International Airport saw a slight increase (+0.5%) in the number of air passengers compared to June.

Fewer vehicles (–2.0%) and passengers (–2.7%) boarded BC Ferries vessels in July following relatively flat growth in traffic in June. Meanwhile, passenger vehicle traffic on the Coquihalla highway dropped 4.8% in July.

Food services and drinking places slumped 1.3% with business slower at both drinking places (–13.0%) and restaurants (–0.4%) in July.

Table 3: Other Tourism Indicators
(seasonally adjusted)

	Jul-08	change from Jun-08
Hotel Industry		
Occupancy Rate (%)	63.7	-3.5 pp
Average Room Charge ($)	132.30	- 1.1
Data Source: Pannell Kerr Forster		
Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,469	- 2.8
US (trans-border)	359	- 2.2
Other International	343	- 2.3
Canada (domestic)	767	- 3.4
Data Source: YVR		
Victoria International Airport		
Total Traffic	131	+ 0.5
Data Source: Victoria Airport Authority		
Food Services Receipts	($ millions)	(%)
All Establishments	639	- 1.3
Food Service	603	- 0.4
Drinking Places	39	-13.0
Data Source: Statistics Canada		
Transportation	(000s)	(%)
Coquihalla Highway		
Passenger Vehicles	216	- 4.8
Data Source: Ministry of Transportation & Infrastructure		
BC Ferries		
Vehicle Volume	692	- 2.0
Passenger Volume	1,752	- 2.7
Data Source: BC Ferries		
Exchange Rates	Cdn $	
US Dollar ($)	0.984	-0.02
UK Pound (£)	0.500	-0.01
Japanese Yen (¥)	105.152	+0.78
Australian Dollar ($)	1.034	-0.02
Data Source: Statistics Canada		

Note: pp = percentage points

A look ahead—August 2008

Preliminary estimates suggest that provincial room revenues increased slightly (+0.7%) in August. Northeast, Thompson Okanagan, and Kootenay (each at +3.7%) recorded the strongest growth, while Vancouver Island/Coast (+1.2%) and Cariboo (+0.9%) also experienced gains. However, revenues in the rest of BC, including North Coast (–18.1%), Nechako (–0.5%), and Mainland/Southwest (–0.4%), fell.

Returns at hotels rebounded (+2.3%) in August, mainly due to a surge (+8.1%) at small hotels (1-75 rooms). Revenues increased slightly at large hotels (151-250 rooms; +0.1%), but continued to fall at very large hotels (251+ rooms; –2.3%). Motels were busier (+2.5%), as were vacation rentals (+1.6%) and other accommodations (+0.7%).

Overall visitor entries to the province continued to decline (–3.2%) in August. Both same-day (–4.5%) and overnight (–5.5%) US entries fell, leading to an overall decrease (–5.2%) in American visitors. Entries from Asia (+0.9%), Europe (+0.7%), and other countries (+6.1%) rose, leading to a boost in overseas visitors (+1.9%).

Victoria (+1.0%) experienced an increase in air passenger traffic, as did Vancouver (+0.6%), where there were more domestic (+2.2%) and US trans-border (+0.6%) travellers, but fewer (–2.8%) international travellers. BC Ferries recorded a decrease in both vehicle (–2.3%) and passenger (–1.4%) volume. However, there were more vehicles (+2.7%) using the Coquihalla Highway.

Note about preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 21 reports in 2006 and 2007, BC room revenues changed (rose or fell on a month-over-month basis) on average by 2.4% (absolute value). The preliminary numbers—reported in the "look ahead" section—were lower by an average of 0.2 percentage points partly because the initial data retrieved at the time the estimates are calculated is not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is –0.5, the actual number is about –0.3.

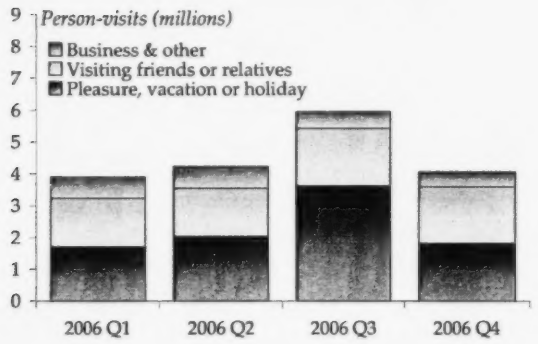
Special Focus: Canadian travel to British Columbia

Why do Canadians travel to BC?

With more than 18 million person-visits in 2006, BC was the third most popular (after Ontario and Quebec) destination among Canadians travelling within their own country.[1]

There are a number of reasons that Canadians travel in British Columbia. Besides those that flock to the province in order to vacation here, others make their way to BC on business trips, while some are here simply to visit friends and family. In 2006, fully 51% of Canadians that travelled through BC reported that they were on holiday. Meanwhile, 36% were travelling through BC in order to visit friends and relatives and 13% had business or other reasons for visiting the province.

Vacationers accounted for more than half of BC's visitors in 2006



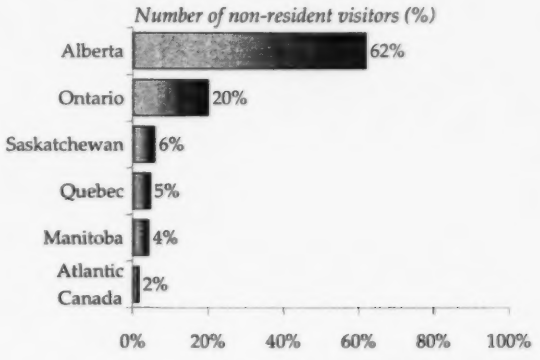
Data Source: Statistics Canada

Despite BC's—and in particular Whistler's—reputation as being "Canada's winter playground"[2], most pleasure visits occurred during the typically warmer second and third quarters. Travel to visit family and friends was slightly higher in the latter part of the year, which should not be too surprising considering that the Labour Day, Thanksgiving and Christmas holidays all fall in the third and fourth quarters. Consequently, there was a lull in business and other travel during the holiday season.

Where are visitors travelling from?

While most (86%) travellers in BC are themselves British Columbians simply touring their own province, Canadians from coast-to-coast come to this province. Of those Canadians who visited BC from another province in 2006, nearly two-thirds (62%) were from our immediate neighbour to the east, Alberta.

Most Canadian visitors to BC come from either Alberta or Ontario



Data Source: Statistics Canada

Ontarians were the second largest group, accounting for slightly more than one-in-five (20%) visitors. Residents of Saskatchewan (6%), Quebec (5%) and Manitoba (4%) made up most of the remainder with relatively few (2%) coming from Atlantic Canada.

How are travellers getting here?

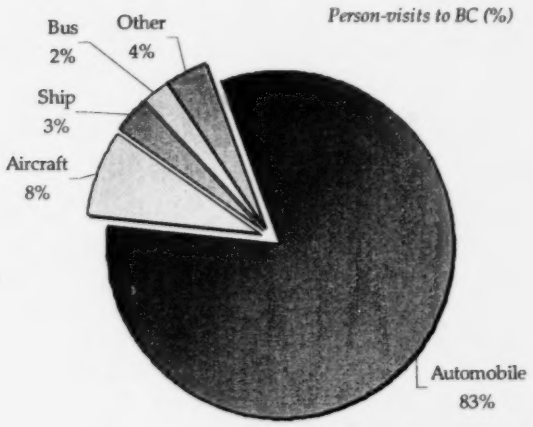
Since most travellers in BC are British Columbians, it is not surprising that the most popular

[1] Data used in this article are from the Travel Survey of Residents of Canada (TSRC).

[2] "Steppin' Up", *Canadian Geographic*, Winter 2007.

mode of travel within the province is by automobile, accounting for just over four-fifths (83%). Travel by car in BC is more prevalent among same-day visitors (95%) than it is among those that stay overnight (70%).

The automobile is the vehicle of choice for travellers in BC



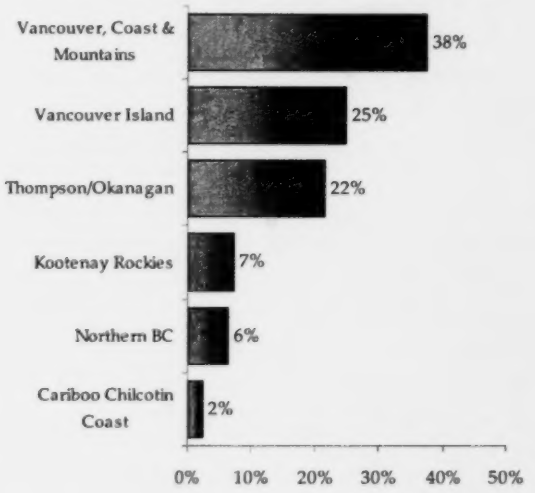
Data Source: Statistics Canada

Commercial aircraft is the second most common mode of transportation, serving around 8% of tourists in BC. Same-day travel by aircraft is very limited (less than 1%), but much more common among those who elect to stay overnight (15%). Other modes of transportation such as ferry serve comparatively fewer travellers.

Where in BC are travellers visiting?

Tourists in BC travel to all four corners of the province[3]. With BC's major cultural and economic centres along with the province's transportation hubs located in the Vancouver, Coast & Mountains and the Vancouver Island tourism regions, these areas see the lion's share of travellers to BC. In 2006, more than 18 million person-visits were recorded in BC with more than one-third (38%) being registered in Vancouver, Coast & Mountains, marking it as BC's most visited region. Around one-quarter (25%) of visits occurred on Vancouver Island and with nearly 4 million person-visits in 2006, Thompson-Okanagan was host to more than one-in-five (22%) travellers in BC.

The south-western regions of the province are the most popular with travellers in BC



Data Source: Statistics Canada

Kootenay Rockies accommodated roughly 7% of BC's travellers, while 6% of travellers paid a visit to Northern British Columbia. Cariboo Chilcotin Coast saw the fewest visitors at just 2% of the provincial total.

The third quarter of 2006 was the busiest in all regions with the exception of Cariboo Chilcotin Coast where the second quarter saw the greatest influx of visitors. However, preference for same-day versus overnight travel shifted throughout the year. During the first and fourth quarters, same-day travel accounted for 53% of total person-visits while overnight stays accounted for 60% of visits during the second and third quarters of 2006.

[3] As the results of the TSRC are primarily sponsored and used by various tourism boards, regions named in this section are tourism regions rather than the more commonly used development regions.

Where are visitors staying?

During the fall and winter months of the first and fourth quarters of 2006, with holiday seasons in full swing and many making time to visit with friends and family, almost two-thirds (65%) of tourists in BC stayed in private homes or cottages. In fact, regardless of the time of year, staying in private homes remained the most common form of accommodation in 2006. Other types of accommodation experienced peaks in usage during different times of the year. The third quarter was the busiest for hotel, motel, and other commercial accommodations (resorts, hunting and fishing lodges, bed & breakfasts, hostels, *etc.*) in 2006, with nearly 41% of total annual overnight stays recorded during that time. The idea of a "summer season" is most evident at BC's campgrounds. While campgrounds only make up slightly more than one-eighth of the province's total number of overnight stays, roughly 83% of their annual overnight visits were registered during the third quarter.

Travel Survey of Residents of Canada

Since 2005, in order to comply with the definition of tourism crafted by the World Tourism Organization more closely, the Canadian Travel Survey (CTS) has been redesigned and renamed the Travel Survey of Residents of Canada (TSRC).

The TSRC measures the size of domestic tourism in Canada from the demand side with the objective to provide information about the volume and expenditures on trips by Canadians by province of origin, destination, duration, accommodation, purpose, mode of travel, *etc.* in order to provide a socio-demographic profile of travellers and non-travellers.

The TSRC, also addresses concerns around timeliness of release and sampling that were present in the CTS.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,540	1,043,209	306,757	97,286	61,118	28,301	12,406	67,468	1,968,085
Annual growth rates									
2003	1.6	– 4.8	3.7	0.6	– 3.4	1.8	1.0	22.0	– 1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	– 1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.3	14.2	8.0	29.1	18.4	– 7.0	8.4
Monthly data									
Jul-07	29,936	84,281	25,841	8,266	4,912	2,442	1,034	5,950	162,664
Aug-07	28,894	86,834	25,509	8,207	5,078	2,600	1,066	5,947	164,133
Sep-07	29,690	87,620	25,258	8,122	4,944	2,487	1,068	5,650	164,839
Oct-07	29,413	89,659	25,318	8,381	5,373	2,473	1,081	5,662	167,359
Nov-07	29,496	87,882	26,195	8,906	5,530	2,424	1,090	5,542	167,066
Dec-07	28,953	91,583	25,830	8,444	5,583	2,459	1,037	5,751	169,641
Jan-08	29,895	92,874	26,362	7,967	5,430	2,473	958	5,154	171,114
Feb-08	28,171	90,981	25,351	8,317	5,354	2,525	918	5,394	167,012
Mar-08	28,602	90,647	25,388	7,868	5,248	2,419	985	5,605	166,761
Apr-08	27,958	89,601	26,262	7,584	5,247	2,438	1,160	6,579	166,829
May-08	28,245	88,897	26,080	8,253	5,105	2,407	1,002	6,269	166,259
Jun-08	29,342	88,471	26,931	8,531	5,526	2,329	1,044	6,671	168,845
Jul-08	27,735	86,432	25,811	7,869	4,979	2,472	1,015	6,180	162,493
Month-over-month growth rates									
Jul-07	2.5	– 1.2	1.0	1.6	– 0.9	– 1.1	5.1	2.7	0.2
Aug-07	– 3.5	3.0	– 1.3	– 0.7	3.4	6.4	3.0	– 0.1	0.9
Sep-07	2.8	0.9	– 1.0	– 1.0	– 2.6	– 4.3	0.2	– 5.0	0.4
Oct-07	– 0.9	2.3	0.2	3.2	8.7	– 0.6	1.2	0.2	1.5
Nov-07	0.3	– 2.0	3.5	6.3	2.9	– 2.0	0.8	– 2.1	– 0.2
Dec-07	– 1.8	4.2	– 1.4	– 5.2	0.9	1.4	– 4.8	3.8	1.5
Jan-08	3.3	1.4	2.1	– 5.7	– 2.7	0.6	– 7.7	–10.4	0.9
Feb-08	– 5.8	– 2.0	– 3.8	4.4	– 1.4	2.1	– 4.1	4.7	– 2.4
Mar-08	1.5	– 0.4	0.1	– 5.4	– 2.0	– 4.2	7.2	3.9	– 0.2
Apr-08	– 2.3	– 1.2	3.4	– 3.6	0.0	0.8	17.8	17.4	0.0
May-08	1.0	– 0.8	– 0.7	8.8	– 2.7	– 1.3	–13.6	– 4.7	– 0.3
Jun-08	3.9	– 0.5	3.3	3.4	8.2	– 3.2	4.1	6.4	1.6
Jul-08	– 5.5	– 2.3	– 4.2	– 7.8	– 9.9	6.1	– 2.7	– 7.4	– 3.8

July month-over-month growth rates

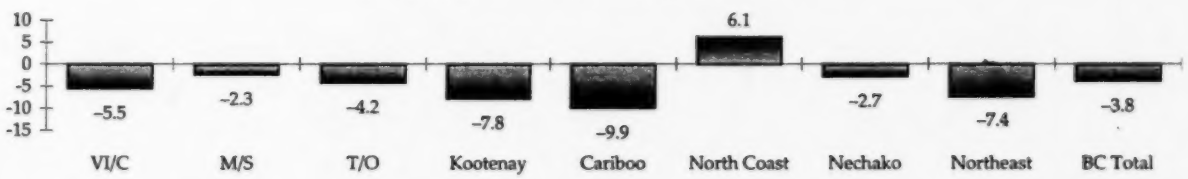


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
				Annual data			
2003	437,158	180,831	297,417	174,343	181,554	119,345	95,022
2004	467,820	198,608	321,679	185,804	195,070	123,473	98,502
2005	481,581	211,406	346,528	203,166	210,861	134,245	100,555
2006	506,995	230,059	379,442	221,126	234,346	135,407	107,938
2007	535,478	251,128	425,146	238,670	244,239	149,412	124,012
				Annual growth rates			
2003	– 6.1	– 4.0	0.1	– 0.0	– 0.2	6.3	9.4
2004	7.0	9.8	8.2	6.6	7.4	3.5	3.7
2005	2.9	6.4	7.7	9.3	8.1	8.7	2.1
2006	5.3	8.8	9.5	8.8	11.1	0.9	7.3
2007	5.6	9.2	12.0	7.9	4.2	10.3	14.9
				Monthly data			
Jul-07	42,565	20,848	35,473	20,236	19,810	12,730	10,376
Aug-07	43,894	20,623	35,886	20,013	19,850	12,730	10,594
Sep-07	45,443	21,045	36,222	20,125	19,858	12,538	10,375
Oct-07	46,157	21,687	36,651	20,269	19,949	12,357	10,390
Nov-07	45,174	21,083	36,736	20,011	20,217	12,128	10,993
Dec-07	48,254	20,740	36,874	19,871	20,830	12,735	10,806
Jan-08	48,708	21,177	36,863	19,923	20,181	12,665	10,301
Feb-08	47,519	20,955	36,841	19,499	19,588	11,953	10,214
Mar-08	48,087	20,616	36,982	19,867	19,776	11,818	10,725
Apr-08	46,023	21,299	37,365	19,798	19,432	11,524	10,085
May-08	45,202	21,050	37,475	19,975	19,604	12,348	10,897
Jun-08	45,032	21,863	39,066	20,592	21,116	12,253	10,952
Jul-08	44,017	20,436	34,838	18,963	19,159	12,370	10,711
				Month-over-month growth rates			
Jul-07	– 2.6	0.4	0.8	0.2	– 2.3	– 4.5	1.4
Aug-07	3.1	– 1.1	1.2	– 1.1	0.2	0.0	2.1
Sep-07	3.5	2.0	0.9	0.6	0.0	– 1.5	– 2.1
Oct-07	1.6	3.0	1.2	0.7	0.5	– 1.4	0.1
Nov-07	– 2.1	– 2.8	0.2	– 1.3	1.3	– 1.8	5.8
Dec-07	6.8	– 1.6	0.4	– 0.7	3.0	5.0	– 1.7
Jan-08	0.9	2.1	0.0	0.3	– 3.1	– 0.6	– 4.7
Feb-08	– 2.4	– 1.1	– 0.1	– 2.1	– 2.9	– 5.6	– 0.8
Mar-08	1.2	– 1.6	0.4	1.9	1.0	– 1.1	5.0
Apr-08	– 4.3	3.3	1.0	– 0.3	– 1.7	– 2.5	– 6.0
May-08	– 1.8	– 1.2	0.3	0.9	0.9	7.2	8.0
Jun-08	– 0.4	3.9	4.2	3.1	7.7	– 0.8	0.5
Jul-08	– 2.3	– 6.5	–10.8	– 7.9	– 9.3	1.0	– 2.2

July month-over-month growth rates

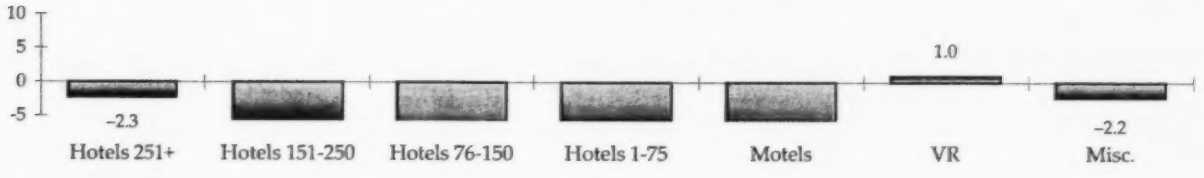


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Jul-08	YTD 08	Jul-07	YTD 07	Jul-08	Jul-07	Jul-08	Jul-07
Vancouver Island/Coast								
17 Capital								
All accommodation types	**23,728**	**103,306**	**– 12.9**	**– 5.3**	**167**	**– 8**	**8,159**	**–230**
Hotels	18,660	84,405	– 12.9	– 4.8	66	– 2	5,561	– 95
76-150 Rooms	4,884	20,486	– 14.2	– 6.3	17	0	1,740	0
1-75 Rooms	4,679	19,917	– 16.1	– 4.1	40	– 2	1,634	– 95
Motels	2,149	9,234	– 12.4	– 7.3	21	– 2	899	–107
Vacation Rentals	844	2,670	– 10.2	– 4.8	30	0	338	0
Miscellaneous	1,801	6,453	– 13.4	– 5.7	46	– 4	1,284	– 28
19 Cowichan Valley								
All accommodation types	**1,202**	**5,440**	**– 8.6**	**– 2.1**	**36**	**– 3**	**638**	**– 19**
Motels	248	1,198	– 10.5	– 3.7	13	– 1	254	– 6
21 Nanaimo								
All accommodation types	**6,912**	**26,246**	**– 2.2**	**0.1**	**71**	**2**	**2,734**	**138**
Hotels	2,917	13,423	– 1.1	0.1	19	1	1,244	149
1-75 Rooms	1,304	6,320	– 15.2	– 3.0	13	0	550	0
Motels	1,251	4,895	– 7.1	– 4.9	23	0	654	0
Vacation Rentals	2,500	6,787	2.4	6.5	23	2	746	19
23 Alberni-Clayoquot								
All accommodation types	**8,273**	**26,257**	**– 2.9**	**– 1.4**	**67**	**– 3**	**1,552**	**– 25**
Hotels	1,832	6,602	– 0.3	5.6	10	– 2	407	– 9
Motels	709	2,303	– 4.3	2.4	19	– 2	372	– 46
Vacation Rentals	3,326	10,431	– 2.4	– 2.6	17	1	370	10
Miscellaneous	2,017	5,859	– 4.8	– 7.5	17	1	314	36
25 Comox-Strathcona								
All accommodation types	**5,444**	**21,714**	**– 2.3**	**– 1.9**	**92**	**– 1**	**2,207**	**18**
Fishing lodges	1,413	3,014	– 11.8	– 8.0	23	– 2	399	– 20
Hotels	1,222	6,832	– 1.6	– 3.8	11	0	534	0
Motels	976	5,017	– 5.7	– 3.4	23	0	636	1
Vacation Rentals	971	2,911	17.9	5.7	25	1	333	37
Miscellaneous	862	3,941	– 1.1	3.2	10	0	205	0
27 Powell River								
All accommodation types	**773**	**3,109**	**25.0**	**15.8**	**21**	**– 1**	**415**	**– 12**
43 Mount Waddington								
All accommodation types	**1,253**	**4,011**	**5.3**	**5.7**	**26**	**1**	**781**	**17**
Hotels	521	1,833	– 6.4	– 3.6	10	1	525	33
45 Central Coast								
All accommodation types	**270**	**944**	**– 13.0**	**– 8.5**	**12**	**0**	**169**	**0**

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Jul-08	YTD 08	Jul-07	YTD 07	Jul-08	Jul-07	Jul-08	Jul-07
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	**5,067**	**27,109**	**– 0.9**	**6.1**	**72**	**0**	**2,474**	**– 38**
Hotels	3,225	18,883	– 1.2	5.9	17	– 1	1,336	– 26
Motels	1,272	5,623	– 4.1	3.7	35	0	871	– 27
Vacation Rentals	395	1,651	6.2	– 0.4	11	0	168	9
15 Greater Vancouver								
All accommodation types	**91,442**	**471,386**	**2.0**	**5.4**	**237**	**– 1**	**26,431**	**194**
Hotels	83,946	443,463	1.0	5.2	156	– 4	22,590	128
251+ Rooms	40,838	223,198	4.1	5.4	22	1	8,940	434
151-250 Rooms	17,438	92,368	– 0.7	5.8	26	0	5,061	0
76-150 Rooms	18,334	94,116	– 1.6	5.4	54	0	5,824	0
1-75 Rooms	7,336	33,781	– 4.4	1.7	54	– 5	2,765	–306
Motels	2,560	12,215	– 3.4	4.4	33	1	1,449	66
Vacation Rentals	993	6,934	– 0.3	– 3.4	19	3	573	7
Miscellaneous	3,818	8,532	44.2	34.4	24	– 1	1,752	– 7
29 Sunshine Coast								
All accommodation types	**1,052**	**3,585**	**5.3**	**– 0.9**	**20**	**2**	**397**	**42**
31 Squamish-Lillooet								
All accommodation types	**14,352**	**142,446**	**2.0**	**2.8**	**85**	**0**	**5,780**	**– 63**
Hotels	12,661	119,016	2.7	3.6	37	0	4,545	– 68
76-150 Rooms	3,698	31,782	16.4	3.9	14	1	1,359	77
1-75 Rooms	792	7,024	– 6.1	– 4.0	16	0	573	49
Motels	296	1,276	– 7.6	2.3	10	1	242	10
Vacation Rentals	935	17,958	– 6.6	– 3.8	23	– 1	778	– 7
Miscellaneous	459	4,197	8.2	10.3	15	0	215	2

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Jul-08	Revenue ($000) YTD 08	Revenue % change from Jul-07	Revenue % change from YTD 07	Properties (#) Jul-08	Properties # chg from Jul-07	Rooms (#) Jul-08	Rooms # chg from Jul-07
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	**10,858**	**29,174**	**2.8**	**4.4**	**113**	**– 5**	**3,243**	**9**
Hotels	4,222	13,309	– 0.1	2.0	14	– 1	1,039	– 47
1-75 Rooms	1,856	4,492	– 5.5	– 6.8	10	– 1	490	– 47
Motels	4,708	10,824	– 1.9	0.7	70	– 3	1,661	– 41
Vacation Rentals	665	2,050	– 1.4	3.2	14	0	281	0
Miscellaneous	1,263	2,982	45.7	38.0	15	– 1	262	97
33 Thompson-Nicola								
All accommodation types	**10,258**	**47,416**	**10.7**	**2.3**	**151**	**–12**	**5,424**	**–276**
Fishing lodges	244	731	– 0.1	6.5	11	– 1	132	– 8
Hotels	4,587	22,827	8.7	5.2	31	– 4	2,043	–165
76-150 Rooms	2,865	13,221	11.8	7.2	11	0	1,052	– 3
1-75 Rooms	715	3,027	– 6.4	– 14.2	18	– 4	568	–162
Motels	3,907	14,853	9.7	6.5	69	– 4	2,099	– 66
Vacation Rentals	389	5,598	– 6.2	– 14.0	20	– 3	528	– 18
Miscellaneous	1,131	3,407	37.4	– 3.8	20	0	622	– 19
35 Central Okanagan								
All accommodation types	**12,491**	**56,371**	**– 9.1**	**2.0**	**62**	**– 1**	**3,601**	**– 10**
Hotels	7,318	35,312	– 8.4	2.1	18	– 1	1,781	– 41
Motels	2,203	7,519	– 15.2	– 2.9	19	– 3	847	– 87
Vacation Rentals	1,730	10,008	– 13.0	– 1.0	20	3	517	16
37 North Okanagan								
All accommodation types	**2,817**	**16,087**	**– 8.8**	**0.9**	**40**	**– 7**	**1,621**	**– 98**
Hotels	1,417	8,254	– 11.5	3.4	12	– 1	871	– 20
Motels	1,033	4,102	– 8.0	– 6.4	16	– 2	531	– 55
39 Columbia-Shuswap								
All accommodation types	**8,766**	**32,590**	**0.4**	**4.7**	**108**	**– 4**	**3,685**	**61**
Hotels	3,421	12,598	– 1.2	1.4	21	0	1,404	70
1-75 Rooms	790	3,920	– 30.4	– 13.1	13	– 1	433	–101
Motels	3,566	12,333	0.3	10.1	43	0	1,551	11
Vacation Rentals	1,266	2,339	21.2	12.1	17	0	270	33
Miscellaneous	476	5,221	– 25.4	– 2.0	23	– 4	429	– 53
Kootenay								
01 East Kootenay								
All accommodation types	**6,953**	**38,243**	**– 7.8**	**0.5**	**106**	**– 7**	**4,306**	**–171**
Hotels	2,731	15,188	– 3.9	8.9	29	– 1	1,755	– 16
76-150 Rooms	1,486	9,326	– 10.0	1.3	10	0	973	0
1-75 Rooms	957	4,484	1.2	6.7	18	– 1	688	– 16
Motels	1,531	6,367	0.9	4.2	39	– 2	914	– 8
Vacation Rentals	1,389	9,240	– 9.8	– 6.3	17	– 1	951	– 83
Miscellaneous	1,303	7,448	– 20.8	– 8.4	21	– 3	686	– 64
03 Central Kootenay								
All accommodation types	**3,407**	**14,107**	**– 6.0**	**2.4**	**78**	**– 2**	**1,582**	**– 48**
Hotels	1,740	7,409	2.1	2.0	16	– 1	743	– 7
1-75 Rooms	1,030	3,983	4.0	– 0.4	14	– 1	510	– 7
Motels	855	3,176	– 4.9	– 1.4	29	1	519	5
Vacation Rentals	449	1,418	2.8	6.8	16	0	135	0
Miscellaneous	348	2,041	– 38.9	7.1	16	– 2	171	– 46
05 Kootenay Boundary								
All accommodation types	**1,209**	**5,346**	**– 0.4**	**7.2**	**35**	**– 3**	**701**	**– 29**
Hotels	547	2,264	– 5.6	4.0	22	– 1	366	– 15

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Jul-08	Revenue ($000) YTD 08	Revenue % change from Jul-07	Revenue % change from YTD 07	Properties (#) Jul-08	Properties # chg from Jul-07	Rooms (#) Jul-08	Rooms # chg from Jul-07
Cariboo								
41 Cariboo								
All accommodation types	**2,912**	**12,204**	**- 4.4**	**3.0**	**94**	**- 5**	**2,038**	**1**
Fishing lodges	149	403	11.0	- 3.9	16	1	152	12
Hotels	783	3,570	- 9.8	0.5	10	- 1	520	- 7
Motels	1,448	6,730	- 1.2	8.0	33	1	1,013	66
Vacation Rentals	234	566	12.2	2.8	22	- 2	226	- 21
Miscellaneous	299	936	- 19.1	- 14.4	13	- 4	127	- 49
53 Fraser-Fort George								
All accommodation types	**4,235**	**23,604**	**5.6**	**8.0**	**57**	**- 3**	**2,775**	**- 55**
Hotels	2,935	17,576	10.9	12.2	19	0	1,514	- 7
1-75 Rooms	999	5,471	35.2	57.1	10	0	506	0
Motels	1,130	5,256	- 5.1	- 2.4	26	- 2	933	- 39
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	**3,607**	**10,135**	**3.7**	**2.8**	**43**	**- 2**	**1,243**	**- 38**
Fishing lodges	1,525	3,146	0.4	- 5.9	13	0	258	0
Hotels	1,426	4,619	4.2	3.2	11	- 1	582	- 46
Motels	539	1,929	12.9	16.8	11	11	353	25
49 Kitimat-Stikine								
All accommodation types	**1,227**	**6,412**	**- 4.8**	**4.2**	**40**	**1**	**874**	**- 9**
Motels	499	2,516	- 0.7	5.7	19	1	432	2
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	**1,403**	**6,400**	**- 0.9**	**- 0.2**	**54**	**0**	**1,159**	**- 37**
Fishing lodges	110	355	9.8	63.3	14	2	116	16
Motels	748	3,494	1.0	- 1.3	21	- 2	600	- 57
Northeast								
55 Peace River +								
59 Northern Rockies								
All accommodation types	**6,564**	**42,201**	**5.3**	**5.9**	**72**	**1**	**3,617**	**47**
Hotels	4,350	28,158	14.1	33.4	31	2	2,229	85
76-150 Rooms	3,132	21,118	16.4	60.1	15	1	1,535	86
1-75 Rooms	1,218	7,041	8.7	- 11.0	16	1	694	- 1
Motels	1,411	8,082	5.2	- 36.9	30	0	899	22

Note: Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Jul-08	YTD 08	Jul-07	YTD 07	Jul-08	Jul-07	Jul-08	Jul-07
Vancouver Island/Coast	**47,856**	**191,027**	**– 7.7**	**– 3.1**	**492**	**–13**	**16,555**	**– 83**
Victoria (C)	18,427	83,349	–13.3	– 5.5	79	– 5	5,723	–171
Saanich Peninsula	1,422	6,344	– 7.4	3.4	14	0	408	0
Other CRD	3,879	13,613	–12.9	– 7.5	74	– 3	2,028	– 59
Nanaimo (C)	2,890	14,695	– 4.3	– 1.9	24	0	1,244	0
Port Alberni (C)	650	2,647	2.4	– 2.3	13	– 1	389	– 5
Courtenay (C)	1,145	7,472	– 4.3	2.7	12	0	440	0
Rest of Development Region	19,442	62,907	– 1.5	– 0.3	276	– 4	6,323	152
Mainland/Southwest	**111,913**	**644,526**	**1.9**	**4.8**	**414**	**1**	**35,082**	**135**
Downtown Vancouver (C)	55,337	283,620	2.6	5.2	78	0	12,421	331
Other Vancouver (C)	5,906	29,002	– 0.7	2.2	38	0	2,942	0
Richmond (C)	13,562	78,964	– 2.1	5.7	23	– 2	4,020	– 95
Burnaby (C)	3,547	18,961	– 3.5	6.0	10	0	1,326	5
Other GVRD	13,065	60,740	6.7	7.0	84	– 2	5,695	– 56
Whistler (DM)	13,065	135,718	1.7	2.3	55	– 1	5,000	– 73
Rest of Development Region	7,430	37,520	1.2	6.8	126	6	3,678	23
Thompson/Okanagan	**45,191**	**181,638**	**– 0.4**	**2.8**	**475**	**–29**	**17,584**	**–314**
Penticton (C)	5,456	15,782	2.9	4.2	42	– 2	1,655	– 20
Kamloops (C)	7,183	36,211	13.7	3.9	66	– 8	3,785	–194
Kelowna (C)	10,103	49,432	–11.0	0.1	45	– 2	2,928	33
Vernon (C)	2,379	15,201	– 8.9	1.1	27	– 4	1,451	– 80
Revelstoke (C)	2,611	12,318	– 2.0	16.1	30	0	1,349	73
Golden (T)	2,171	8,589	1.1	– 4.7	31	– 3	1,144	– 37
Rest of Development Region	15,288	44,105	1.9	3.6	234	–10	5,272	– 89
Kootenay	**11,570**	**57,696**	**– 6.6**	**1.6**	**219**	**–12**	**6,589**	**–248**
Cranbrook (C)	1,534	7,152	11.7	17.1	19	0	917	0
Fernie (C)	1,024	10,353	5.9	– 0.4	19	– 2	798	– 79
Nelson (C)	1,086	4,730	2.3	0.4	13	– 1	444	– 45
Rest of Development Region	7,925	35,461	–11.8	– 0.4	168	– 9	4,430	–124
Cariboo	**7,148**	**35,808**	**1.3**	**6.3**	**151**	**– 8**	**4,813**	**– 54**
Quesnel (C)	603	2,580	4.9	11.9	11	– 1	423	– 20
Williams Lake (C)	739	3,734	1.4	3.7	12	1	576	55
Prince George (C)	2,846	18,299	7.1	13.6	30	– 1	2,024	– 27
Rest of Development Region	2,960	11,195	– 4.5	– 4.1	98	– 7	1,790	– 62
North Coast	**4,834**	**16,548**	**1.4**	**3.3**	**83**	**– 1**	**2,117**	**– 47**
Prince Rupert (C)	1,398	5,280	3.2	5.4	17	0	785	1
Terrace (C)	672	3,832	1.1	7.7	15	1	424	– 6
Rest of Development Region	2,764	7,436	0.6	– 0.1	51	– 2	908	– 42
Nechako	**1,403**	**6,400**	**– 0.9**	**– 0.2**	**54**	**0**	**1,159**	**– 37**
Smithers (T)	744	3,447	3.0	7.3	17	2	467	17
Rest of Development Region	659	2,952	– 5.0	– 7.7	37	– 2	692	– 54
Northeast	**6,564**	**42,201**	**5.3**	**5.9**	**72**	**1**	**3,617**	**47**
Dawson Creek (C)	1,521	9,284	38.8	47.6	17	1	734	85
Fort St. John (C)	1,691	12,533	–11.4	–17.5	15	– 1	988	– 59
Rest of Development Region	3,352	20,384	3.9	11.0	40	1	1,895	21

Note: Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region ($000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,540	1,043,209	306,757	97,286	61,118	28,301	12,406	67,468	1,968,085
Annual growth rates									
2003	1.6	– 4.8	3.7	0.6	– 3.4	1.8	1.0	22.0	– 1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	– 1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.3	14.2	8.0	29.1	18.4	– 7.0	8.4
Monthly data									
Jul-07	51,828	109,822	45,392	12,384	7,057	4,767	1,416	6,232	238,899
Aug-07	56,371	119,440	52,146	13,684	7,425	4,822	1,581	6,401	261,870
Sep-07	41,872	99,275	30,609	9,506	6,538	3,374	1,577	5,860	198,611
Oct-07	24,350	73,445	18,034	6,006	5,470	1,724	1,357	5,513	135,900
Nov-07	16,492	57,820	12,268	4,157	4,199	1,369	852	5,136	102,293
Dec-07	15,294	78,126	17,073	7,130	3,788	997	627	4,718	127,754
Jan-08	13,618	79,848	19,185	7,066	3,503	998	565	5,056	129,839
Feb-08	16,474	87,788	19,378	9,851	3,651	1,535	621	6,415	145,713
Mar-08	21,585	93,369	22,550	8,569	4,575	1,571	797	7,340	160,356
Apr-08	22,468	74,477	16,727	5,150	4,715	1,411	804	5,766	131,519
May-08	30,955	92,011	25,429	6,904	5,540	2,269	917	4,454	168,479
Jun-08	38,072	105,120	33,179	8,587	6,677	3,927	1,293	6,604	203,460
Jul-08	47,856	111,913	45,191	11,570	7,148	4,834	1,403	6,564	236,478
Year-over-year percent changes									
Jul-07	11.1	– 1.2	9.8	13.2	2.1	32.4	16.0	–10.6	4.4
Aug-07	6.7	7.6	11.5	13.3	7.7	41.0	23.1	– 6.7	8.6
Sep-07	9.6	6.1	8.9	11.9	4.2	26.4	19.4	–12.6	7.1
Oct-07	5.4	7.9	5.0	16.4	13.2	23.9	21.6	– 6.0	7.3
Nov-07	6.0	3.9	13.0	28.8	15.8	17.3	17.9	–13.5	5.7
Dec-07	1.2	11.3	9.6	14.4	16.5	17.1	13.5	3.4	9.8
Jan-08	2.9	9.8	6.1	1.4	11.2	15.9	– 3.9	–11.3	7.0
Feb-08	2.2	9.5	2.7	10.8	8.4	25.2	3.5	5.6	7.7
Mar-08	– 2.6	3.3	0.7	– 2.1	4.8	3.4	– 4.3	– 1.6	1.6
Apr-08	– 6.3	2.5	– 0.1	– 4.1	11.7	5.5	19.5	20.8	1.4
May-08	– 2.4	6.3	4.3	7.0	0.1	7.5	–14.0	11.1	4.1
Jun-08	– 0.1	2.2	7.9	7.6	11.3	– 6.3	4.6	18.2	3.5
Jul-08	– 7.7	1.9	– 0.4	– 6.6	1.3	1.4	– 0.9	5.3	– 1.0

July year-over-year growth rates

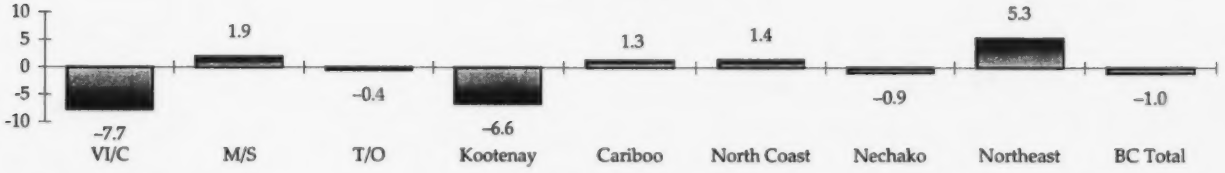


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	*Total*	Asia	Europe	Other*
				Annual data				
2003	7,335	6,137	2,581	3,557	1,198	578	410	210
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,767	3,295	1,515	699	519	297
				Annual percent changes				
2003	– 8.0	– 7.0	– 8.1	– 6.1	–12.9	–24.4	– 0.4	5.6
2004	1.5	– 1.6	– 4.0	0.1	17.6	23.9	11.7	11.6
2005	– 3.0	– 4.8	– 6.6	– 3.5	4.6	1.1	7.8	9.3
2006	– 5.2	– 6.5	–16.0	– 0.0	– 0.5	– 0.9	– 0.2	– 0.0
2007	– 3.9	– 5.9	– 9.1	– 4.1	3.3	– 2.5	5.3	15.6
				Monthly data				
Aug-07	545	418	147	271	127	59	44	24
Sep-07	545	417	145	272	128	59	45	24
Oct-07	539	418	140	279	121	54	41	25
Nov-07	541	414	140	275	126	58	41	28
Dec-07	530	402	133	269	129	58	43	28
Jan-08	535	406	137	269	129	57	43	28
Feb-08	528	400	133	266	129	59	42	28
Mar-08	512	391	130	262	121	55	42	24
Apr-08	510	386	133	253	124	53	43	28
May-08	505	373	124	249	132	61	44	27
Jun-08	479	352	117	236	127	57	43	26
Jul-08	459	332	116	215	128	57	44	27
Aug-08	445	314	111	203	130	57	44	29
				Month-over-month growth rates				
Aug-07	3.5	4.7	2.5	6.0	– 0.3	– 0.8	– 0.5	1.1
Sep-07	0.0	– 0.2	– 1.3	0.4	0.5	0.1	1.4	– 0.4
Oct-07	– 1.1	0.3	– 3.7	2.4	– 5.6	– 8.5	– 7.4	4.9
Nov-07	0.3	– 1.0	0.0	– 1.4	4.8	7.9	– 2.1	9.5
Dec-07	– 1.9	– 3.0	– 4.7	– 2.2	1.9	– 0.3	6.6	– 0.6
Jan-08	0.9	1.1	3.1	0.0	0.4	– 0.8	0.4	3.0
Feb-08	– 1.3	– 1.6	– 3.0	– 0.9	– 0.5	1.9	– 2.6	– 2.0
Mar-08	– 3.0	– 2.0	– 2.7	– 1.7	– 6.0	– 5.9	0.2	–15.6
Apr-08	– 0.4	– 1.4	2.9	– 3.5	2.8	– 3.5	2.3	18.5
May-08	– 1.1	– 3.3	– 6.8	– 1.5	5.7	14.1	1.7	– 4.0
Jun-08	– 5.1	– 5.6	– 6.1	– 5.3	– 3.8	– 6.5	– 1.5	– 1.1
Jul-08	– 4.1	– 5.9	– 0.3	– 8.7	0.9	0.4	0.3	3.0
Aug-08	– 3.2	– 5.2	– 4.5	– 5.5	1.9	0.9	0.7	6.1

* Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	*Total*	Vehicles	Passengers	Passenger Vehicles
Annual data								
2003	14,322	7,267	3,814	3,241	1,183	8,263	21,348	2,466
2004	15,726	7,986	3,964	3,776	1,250	8,532	21,955	2,572
2005	16,419	8,348	4,106	3,965	1,318	8,539	21,791	2,620
2006	16,924	8,712	4,252	3,960	1,390	8,530	21,689	2,583
2007	17,495	9,016	4,361	4,117	1,482	8,559	21,690	2,713
Annual growth rates								
2003	– 3.7	– 2.1	– 1.1	–10.0	7.3	– 0.1	– 0.9	– 2.1
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	– 0.7	1.9
2006	3.1	4.4	3.6	– 0.1	5.5	– 0.1	– 0.5	– 1.4
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
Monthly data								
Aug-07	1,466	754	364	349	124	718	1,814	228
Sep-07	1,470	763	360	347	125	720	1,810	225
Oct-07	1,470	767	365	338	127	708	1,785	227
Nov-07	1,543	788	389	367	128	718	1,821	248
Dec-07	1,501	762	375	364	125	699	1,802	219
Jan-08	1,543	793	375	375	126	705	1,783	226
Feb-08	1,540	795	380	366	128	704	1,785	159
Mar-08	1,542	797	375	370	124	706	1,787	219
Apr-08	1,537	799	373	365	129	702	1,772	216
May-08	1,525	798	374	353	128	710	1,799	221
Jun-08	1,512	794	367	351	130	706	1,800	227
Jul-08	1,469	767	359	343	131	692	1,752	216
Aug-08	1,478	784	361	333	132	675	1,728	222
Month-over-month growth rates								
Aug-07	0.5	1.0	2.0	– 2.1	0.4	– 0.2	0.0	2.3
Sep-07	0.3	1.3	– 1.0	– 0.6	0.2	0.3	– 0.2	– 1.5
Oct-07	0.0	0.5	1.4	– 2.5	1.8	– 1.7	– 1.4	0.8
Nov-07	5.0	2.7	6.5	8.4	0.8	1.4	2.0	9.3
Dec-07	– 2.7	– 3.3	– 3.5	– 0.7	– 2.3	– 2.7	– 1.0	–11.5
Jan-08	2.8	4.1	– 0.1	3.0	1.2	0.9	– 1.1	2.9
Feb-08	– 0.2	0.2	1.4	– 2.5	1.0	– 0.1	0.1	–29.7
Mar-08	0.1	0.3	– 1.3	1.2	– 3.0	0.4	0.1	37.9
Apr-08	– 0.3	0.3	– 0.6	– 1.4	4.0	– 0.6	– 0.8	– 1.3
May-08	– 0.7	– 0.1	0.4	– 3.3	– 0.5	1.2	1.5	2.4
Jun-08	– 0.9	– 0.5	– 1.9	– 0.5	1.6	– 0.6	0.0	2.8
Jul-08	– 2.8	– 3.4	– 2.2	– 2.3	0.5	– 2.0	– 2.7	– 4.8
Aug-08	0.6	2.2	0.6	– 2.8	1.0	– 2.3	– 1.4	2.7

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries[1] (000s)				Hotel Industry[2]		Consumer Price Index[1]	
	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate[3] (%)	Room Rate ($)	Traveller accom-modation	Restaurant meals[4]
Annual data								
2003	15.4	31.5	124.0	30.9	58.3	113.7	90.1	101.8
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	33.2	63.9	116.3	80.1	106.6
2006	16.4	35.2	135.1	35.5	65.7	122.0	77.5	109.3
2007	16.7	35.8	141.1	36.5	66.8	128.2	81.1	112.2
Annual growth rates								
2003	5.3	- 0.4	3.3	3.0	- 0.6	- 2.8	- 9.9	1.8
2004	0.4	0.1	1.5	7.1	3.0	1.7	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	2.7	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	1.8	4.9	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.1	5.1	4.6	2.6
Monthly data								
Aug-07	16.6	35.5	141.3	36.6	66.3	129.5	81.5	113.1
Sep-07	16.5	36.0	142.3	36.6	67.2	130.2	80.9	113.2
Oct-07	16.5	36.0	142.7	36.8	67.6	131.7	81.4	113.1
Nov-07	16.6	37.5	142.7	36.4	67.7	131.6	82.6	113.0
Dec-07	16.6	36.8	142.8	36.2	66.5	131.9	82.8	112.9
Jan-08	16.5	37.2	144.4	36.1	67.4	132.7	82.8	112.3
Feb-08	16.5	35.9	145.5	36.3	66.1	133.3	82.2	113.4
Mar-08	16.0	36.8	145.2	36.1	66.0	134.2	82.9	113.9
Apr-08	16.6	37.9	146.6	34.9	65.3	134.0	83.4	114.1
May-08	16.8	36.4	147.2	35.3	65.3	134.1	82.9	114.6
Jun-08	16.6	36.5	148.1	35.8	67.2	133.8	83.2	114.8
Jul-08	16.6	36.1	149.2	35.6	63.7	132.3	83.2	115.7
Aug-08	16.6	36.1	150.0	35.2	65.7	132.5	83.4	116.3
Month-over-month growth rates								
Aug-07	- 1.0	- 0.3	0.2	0.4	- 0.2	1.0	0.2	0.0
Sep-07	- 0.6	1.3	0.7	0.0	0.9	0.5	- 0.7	0.1
Oct-07	- 0.1	0.0	0.3	0.4	0.4	1.2	0.6	- 0.1
Nov-07	0.3	4.1	0.0	- 0.9	0.1	- 0.1	1.5	- 0.1
Dec-07	0.0	- 1.8	0.0	- 0.6	- 1.2	0.2	0.2	- 0.1
Jan-08	- 0.4	1.1	1.1	- 0.3	0.9	0.6	0.0	- 0.5
Feb-08	- 0.3	- 3.3	0.8	0.5	- 1.3	0.5	- 0.7	1.0
Mar-08	- 2.7	2.4	- 0.2	- 0.5	- 0.1	0.7	0.9	0.4
Apr-08	3.8	2.9	1.0	- 3.4	- 0.7	- 0.1	0.6	0.2
May-08	1.0	- 3.8	0.4	1.2	0.0	0.1	- 0.6	0.4
Jun-08	- 1.4	0.3	0.6	1.4	1.9	- 0.2	0.4	0.2
Jul-08	0.3	- 1.2	0.7	- 0.5	- 3.5	- 1.1	0.0	0.8
Aug-08	- 0.2	- 0.0	0.5	- 1.1	2.0	0.2	0.2	0.5

[1]Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.
[2]Data Source: Pannell Kerr Forster and BC Stats.
[3]Occupancy Rate change expressed as percentage point change.
[4]No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places[1] Receipts ($ million)					
	BC[2]			Canada		
	Total	Drinking Places	Food Services	*Total*	Drinking Places	Food Services
			Annual data			
2003	6,318	568	5,750	38,570	2,517	36,053
2004	6,687	604	6,083	40,409	2,595	37,814
2005	6,889	554	6,334	41,818	2,577	39,240
2006	7,371	436	6,893	44,218	2,465	41,754
2007	7,607	482	7,073	45,560	2,379	43,180
			Annual growth rates			
2003	4.1	7.2	6.1	1.4	0.6	1.5
2004	5.8	6.4	5.8	4.8	3.1	4.9
2005	3.0	– 8.2	4.1	3.5	– 0.7	3.8
2006	7.0	–21.3	8.8	5.7	– 4.4	6.4
2007	3.2	10.6	2.6	3.0	– 3.5	3.4
			Monthly data			
Aug-07	631	x	x	3,771	203	3,568
Sep-07	635	x	x	3,857	199	3,658
Oct-07	647	x	x	3,887	194	3,693
Nov-07	645	x	x	3,856	191	3,664
Dec-07	635	x	x	3,838	192	3,646
Jan-08	651	x	x	3,909	192	3,718
Feb-08	656	x	x	3,909	193	3,716
Mar-08	632	x	x	3,863	193	3,671
Apr-08	648	43	606	3,955	197	3,758
May-08	642	44	595	3,981	198	3,782
Jun-08	648	44	606	3,957	206	3,751
Jul-08	639	39	603	3,956	203	3,752
Aug-08	637	41	596	3,986	209	3,777
			Month-over-month growth rates			
Aug-07	2.1	x	x	– 0.2	– 0.1	– 0.2
Sep-07	0.7	x	x	2.3	– 2.0	2.5
Oct-07	1.8	x	x	0.8	– 2.3	0.9
Nov-07	– 0.2	x	x	– 0.8	– 1.6	– 0.8
Dec-07	– 1.7	x	x	– 0.4	0.4	– 0.5
Jan-08	2.5	x	x	1.8	– 0.2	2.0
Feb-08	0.9	x	x	0.0	0.6	0.0
Mar-08	– 3.8	x	x	– 1.2	– 0.1	– 1.2
Apr-08	2.5	x	x	2.4	2.3	2.4
May-08	– 0.9	2.7	– 1.7	0.6	0.6	0.6
Jun-08	0.9	0.4	1.8	– 0.6	4.1	– 0.8
Jul-08	– 1.3	–13.0	– 0.4	0.0	– 1.5	0.0
Aug-08	– 0.3	7.3	– 1.2	0.8	3.0	0.7

[1]Data Source: Statistics Canada & BC Stats. x = Data currently not available.

[2]Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Classification Definitions

Type	Definition
Hotel	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
Motel	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
Freshwater/Saltwater Fishing Lodge	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
Vacation Rental	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
Miscellaneous	All other properties not included or classified as above, including campgrounds, work camps, adventure/hunting lodges, bed and breakfasts, guest ranches, and resorts.

Table 11: Urban Centre Definitions

Urban centres (or Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
C	City
DM	District Municipality
T	Town